

## Message Text

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PAGE 01 TOKYO 13529 250928Z

12

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
----- 115772

R 250847Z SEP 75  
FM AMEMBASSY TOKYO  
TO USDOC USTS  
INFO SECSTATE WASHDC 3556

UNCLAS TOKYO 13529

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: WEEKLY HIGHLIGHTS

SUMMARY: DESCRIBES USTS AID TO GVB, EXTENSIVE USA TV EXPOSURE.  
END SUMMARY.

JW-6-203 INITIATED PERSONNEL APPLICATION, SCREENING AND SELECTION  
PROCESSES ON BEHALF OF GUAM VISITORS BUREAU JAPAN OFFICE OPENING.  
GVB WILL BE SECOND U.S. STATE/TERRITORIAL PURE TOURISM PROMOTION  
OFFICE AFTER HVB TO OPEN IN JAPAN, PROBABLY IN LATE OCT OR EARLY  
NOV. GUAM, JAPAN'S BERMUDA, ATTRACTED APPROX. 181 THOUSAND  
JAPANESE VISITORS LAST YEAR, MOSTLY FIRST-TIME VISITORS ABROAD.

A TELEVISION FILM TEAM FOR JAPAN'S LEADING TRAVEL PROGRAM, "HOPPING  
AROUND THE WORLD", VISITED THE USA UNDER USTS TOKYO SPONSORSHIP  
AND PRODUCED SIX ONE-HOUR FEATURES WHICH WILL BE TELECAST NATION-  
WIDE WEEKLY DURING SEPTEMBER AND OCTOBER IN PRIME WEEK-END TIME ON  
TBS, JAPAN'S TOP TELEVISION NETWORK. AN ESTIMATED 7 MILLION  
VIEWERS WILL SEE AN AMERICAN FOLKLIFE FESTIVAL IN WASHINGTON,  
D.C., TOURISM ATTRACTIONS OF MILWAUKEE, WISCONSIN, SANTA BARBARA,  
CALIFORNIA, MACKINAC CITY, MACKINAC ISLAND AND SAULT STE. MARIE,  
ALLIN MICHIGAN, THE CHANNEL ISLANDS NATIONAL MONUMENT IN  
CALIFORNIA. AND THE CHERRY FESTIVAL IN TRAVERSE CITY, MICHIGAN,  
THIS COVERAGE, WORTH AN ESTIMATED DOLS360,000 IF BOUGHT AS  
ADVERTISING WAS OBTAINED AT A COST TO THE USG OF DOLS14,000 IN  
PRODUCTION SUPPORT FUNDS AND 4 ROUND-TRIP AIRLINE TICKETS  
OBTAINED AT NO COST TO THE GOVERNMENT.

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ADDITIONALLY, THE FILM TEAM OBTAINED COVERAGE OF MOTORHOME

VACATIONS IN SOUTHERN CALIFORNIA, THE NATIONAL MUSIC CAMP AT INTERLOCHEN, MICHIGAN, AND THE MILWAUKEE ZOO. THIS COVERAGE EXCEEDS THE FILM TEAM'S CONTRACTED COVERAGE, AND WILL BE BROADCAST AS TWO OR THREE ADDITIONAL FEATURES IN MARCH AND APRIL 1976.

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TOURISM, FILMS, VISITS  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
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**Disposition History:** n/a  
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**Review Action:** RELEASED, APPROVED  
**Review Authority:** RowellE0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 19 MAR 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <19 MAR 2003 by maustmc>; APPROVED <12 FEB 2004 by RowellE0>  
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Margaret P. Grafeld  
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**Review Media Identifier:**  
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**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WEEKLY HIGHLIGHTS SUMMARY: DESCRIBES USTS AID TO GVB, EXTENSIVE USA TV EXPOSURE.  
**TAGS:** ETRD, JA, US, GQ  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006